

Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 RSC-01 /019 W

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FM AMEMBASSY TOKYO

TOHSECSTATE WASHDC 6711

UNCLAS TOKYO 16270

FOR COMMERCE/OIM/MRD

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: MARKET RESEARCH: "MATERIALS FOR ELECTRONIC INDUSTRY"
AND "SPORTING AND LEISURE EQUIPMENT"

1. IN ITS REVIEW EMBASSY HAS FOUND SERIOUS DEFICIENCIES IN THE MARKET RESEARCH REPORT-MATERIALS FOR ELECTRONIC INDUSTRY, COMPLETED BY ANNUAL CONTRACTOR, TRANSWORLD RESEARCH, INC. (TRI). (THREE ADVANCE COPIES POUCHED TO OIM IN OCTOBER.) TRI HAS PROVIDED STATISTICAL INFORMATION AND COMMENTS ON ONLY SMALL NUMBER OF PRODUCT CATEGORIES OUTLINED IN SPECIFICATIONS FOR STUDY. FURTHERMORE, TRI HAS MADE NO ATTEMPT TO ESTIMATE PERCENTAGE OF THOSE LIMITED NUMBER OF MATERIALS ACTUALLY USED IN ELECTRONIC INDUSTRY. IN OTHER WORDS, STATISTICS PROVIDED ARE ACTUALLY NATION TOTALS FOR MATERIALS FOR ALL USES. STUDY ALSO HAS SEVERAL OTHER SERIOUS DISCRPANCIES AND OMISSIONS.

2. HARUKI HIRAYAMA, TRI PRESIDENT (AND ITS SOLE RESEARCHER) HAS INDICATED THAT HE WILL ATTEMPT TO SUPPLY REQUIRED INFORMATION. UNFORTUANTELY WE ARE NOT INPOSITION TO SAY WHEN THIS INFORMATION WILL BE FORTHCOMING. HIRAYAMA IS PRESENTLY WORKING ON MARKET SURVEY REPORT ON SPORTING GOODS AND EMBASSY HAS ASKED HIM TO FINISH THAT REPORT FIRST. FURTHERMORE HIRAYAMA APPEARS TO BE HAVING CONSIDERABLE DIFFICULTY IN COPING WITH LARGE NUMBER OF PRODUCTS INCLUDED IN SPORTING GOODS SURVEY AND WE ARE ATTEMPTING TO ASSIST HIM IN FOCUSING HIS MAIN EFFORTS ON MOST IMPORTANT SPORTS FIELDS. WE HOPE TO HAVE BETTER IDEA SOMETIME NEXT WEEK WHEN WE CAN EXPECT TO RECEIVE SPORTING GOODS REPORT.

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3. IT IS SUGGESTED THAT COMMERCE DELAY PAYMENT FOR REPORT ON MATERIALS FOR ELECTRONIC INDUSTRY UNTIL EMBASSY HAS HAD OPPORTUNITY TO REVIEW NEW INFORMATION TO BE PROVIDED BY TRI. FINAL EVALUATION WILL BE SUBMITTED BY EMBASSY AT THAT TIME IF THIS IS ACCEPTABLE TO COMMERCE.

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